

Travel & Nature

CONNECTED

THE STAGE AROUND CARAVANNING TOURISM, OUTDOOR ACTIVITIES & NATURE EXPERIENCE.

Present your offer not only to the trade fair visitors, but also to the caravanning and outdoor fans at the screens!



27.08. – 04.09.2022
26.08. Preview Day

DATA & FACTS

When

9 days: August 27 – September 4, 2022

What

Combined program of stage performances and livestream.

Program content around mobile travel: caravanning & outdoor tourism, outdoor & leisure activities, camping & pitches, nature experience & regions.

Who

Exhibitors of Hall 3 with product groups: 1.2 (folding caravans), 1.3 (folding, tent caravans), 10.01 (roof tents), 10.06 (camping / igloo / trekking tents), 13 caravanning-tourism / outdoor activities, 17 associations, associations, 18 media

Target group

All caravanning and outdoor fans!

Content focus on end consumers (b2c)

Where

In the hall: stage in the „Travel & Nature“ theme world

On the net: livestream from the stage at www.caravan-salon.com

How

2 x 25 minutes slots for the stage presentation in the exhibition hall



YOUR ADVANTAGES

- ✓ Profit from the caravanning boom and the charisma of the brand CARAVAN SALON Düsseldorf.
- ✓ Address in addition to the experienced caravanners as well the many newcomers who are interested in the outdoor and caravanning lifestyle.
- ✓ Take advantage of this opportunity and combine the advantages of the physical and digital platform.
- ✓ The hybrid format allows you to reach the trade fair audience and digital viewers as well.
- ✓ Each contribution is entered in the digital program database with information on contributions, exhibitors and speaker information.
- ✓ Each contribution will be made available after the event put on-demand.

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YOUR PRESENTATION

- The aim is to offer visitors a varied, inspiring and informative programme.
- It is about presenting your topic/product vividly with all its facets in the context of caravanning.
- The content should be aimed at end consumers and should not be a pure sales event.
- Your presentation should be designed in such a way that a free dialogue with the moderator arises and questions from the audience can be answered.
- Photos and film sequences should complement the presentation, but should not dominate it.
- Every presentation is streamed live.

OUR MARKETING REACH

Social Media Data

- 12.15 million social media reach
- >73,500 followers social media

Website

- www.caravan-salon.com

CARAVAN SALON Düsseldorf

- >185.000 visitors in 2021
- 41% First-time visitor rate

CARAVAN SALON Club

- 207.000 Club members

PARTICIPATION COSTS

- combination: 1 x stage presentation on weekend (25 min.) and 1 x stage presentation on a weekday (25 min.)
- livestreaming of the presentations
- provision of presentations as video on demand
- integration of contact information in the digital timetable during the show

250.- €
zzgl. MwSt.

APPLICATION

If you are interested in participating, please fill in the enquiry form (Inquiry - Program contributions in the stage program „Travel & Nature Connected“) in the Online Order System and then submit the enquiry on time.

We try to implement requested times within the possible. We reserve the right to decide about the inclusion of a content.

The number of presentation slots available is limited. Details on times, presentation formats and technical conditions will be provided at a later date.

CONTACT

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